



**Wellington Colorado Main Streets Program**  
**Board Meeting MINUTES**  
**Board of Directors Meeting: Monday, October 19, 2020**  
**via Zoom – 8:00am – 9:00am**

Call to Order

- Anita called the meeting to order at 8:07am

Additions to or deletions from the agenda

- No additions to or deletions from the agenda

Conflicts of interest

- No conflicts were brought forward

Board and Staff Attendance

- Kallie Cooper, Anita Hardy, Megan Larson, John Jerome, Brian Graves, Bryan Thomas, Gary Green, Curtis Smelker and Tracey Jensen

1. Guest Introductions

- a. Representatives from DOLA on the call: Gail Langley, Traci Stoffel and Chris La May
- b. Other guests in attendance: Nic Redavid, Sarah Braun, Erin Ramler and Emma Hanson. All have applied to join the Main Streets board.

2. Consent Agenda (seeking motion to approve)

- a. Approval of Minutes from last meeting (September, 2020) (see attached)
- b. Financial Report (see attached)
- c. Committee reports and Director's report (see attached)
- Bryan moves to approve Consent Agenda; John seconds
  - o Motion carries unanimously

3. Committee Updates

- a. Promotions
  - i. Promotions Committee Chair, Megan Larson, outlines some of the accomplishments of the committee this past year, including:
    - 1. Launch and pivot to virtual of the Front Porch Friday Happy Hours
    - 2. More virtually engaging initiatives including the Show Your Mask Challenge and Window Decorating Contest
    - 3. Currently hosting a food drive and working on cleaning up the logo
    - 4. Looking forward to creating more fundraising events and potentially a Farmers' Market next year
- b. Design
  - i. Design Committee Chair, Erin Ramler, outlines some of the accomplishments of the committee this past year, including:
    - 1. The flower planters and turning those over from summer to fall

2. New banners
    3. Registering for a national mural registry
    4. Working on a tour of lights for the holidays
  - c. Organization
    - i. Organization Committee Chair, Bryan Thomas, outlines some of the accomplishments of the committee this past year, including:
      1. Graduate status application work and assistance
      2. Filling vacancies on the board
      3. Working through a new office location
  - d. Financial Sustainability
    - i. Financial Sustainability Chair, Gary Green, outlines some of the accomplishments of the committee this past year, including:
      1. Working through COVID and the reduction in revenue
      2. Balancing the budget with some expense reductions
  - e. In addition to committee updates, DOLA representatives Gail, Traci and Chris presented to the board. Please see the full presentation for all details. Here are some highlights:
    - i. Congratulations to Wellington Main Streets on earning Graduate status and the successful Tastemade video.
    - ii. Kudos, also, on being the clear lead for the Wellington business community, especially during COVID.
    - iii. Outline of different ways DOLA can help our program, including a Coronavirus Relief Fund, consulting services, placemaking opportunities and a staff architect to help, as needed.
4. COVID Update
  - a. Kallie outlined that we have about 1.5 weeks left on a deadline imposed by the county to get our COVID-19 numbers down. Should we not see a reduction in numbers before then, we'll likely be moving back to a Level 2: Safer at Home designation. This will impact our local businesses, so we need to do what we can to minimize numbers.
  - b. Kallie has applied for the Energize Colorado Gap Fund on behalf of Main Streets. The application closes on October 26<sup>th</sup>.
5. Directors Update and Events Discussion
  - a. Annual Meeting
    - i. We are proceeding as normal with plans. If things change with the County's order, we may need to talk about plan B.
  - b. Trick or Treat
    - i. We are proceeding as normal with plans. If things change with the County's order, we do have a plan B in place that involves pre-stuffing the bags with candy and doing a drive-through hand out. If all else fails, the bags are not dated, so we could use next year, too.
  - c. Well-o-Rama
    - i. In order to plan effectively, we need to go through the process of applying for a waiver through Larimer County to host these events, even though they aren't until next summer.
    - ii. Kallie and the promotions committee will explore options for being able to host events in accordance with the current county orders.
  - d. Farmers Market
    - i. In order to plan effectively, we need to go through the process of applying for a waiver through Larimer County to host these events, even though they aren't until next summer.

- ii. Kallie and the promotions committee will explore options for being able to host events in accordance with the current county orders.

#### 6. Board of Directors Elections

- a. Erin, Nic and Emma each gave brief introductions.
- b. Currently, we have 3 positions on the board open. Per our bylaws we can have up to 15 seats. Right now, we have 7 applicants for the board.
- c. The nomination committee (Tracey, Anita and Megan\*\*) recommend expand the board from 9 seats to 11 seats. That would allow us to bring 5 of the 7 applicants onto the board.
  - i. Tracey mentions her history with the board and how she was in favor of having a smaller board, just a few years ago. But she now thinks an 11-person board would be beneficial for this season of the board. Right now, we're very much in a "do" phase and it would be nice to have some additional help.
  - ii. Curtis questions whether there would be issues with reaching a quorum after expanding to 11 seats. He also mentions concerns about communicating openings.
  - iii. Bryan wonders if we, instead of adding to the board, bring people onto committees instead and look at expanding our board next year.
- d. Megan moves to expand the Main Streets Board from 9 seats to 11 seats; Tracey seconds. Roll call is taken:
  - i. Yeas: Curtis, Megan, John, Brian G, Tracey, Anita
  - ii. Nays: None
  - iii. No-vote: Bryan T (technology issue?) and Gary (had to leave meeting)
- e. The nomination committee to work on the best way to manage ballots

\*\*It was discovered, after the meeting, that Megan's term was actually up for re-election, as she is the 2<sup>nd</sup> replacement for a seat that had been vacated mid-term. Megan is recusing herself from the nomination committee moving forward and Bryan Thomas has agreed to replace her.

#### 7. Adjourn

- a. Anita adjourns meeting at 9:28am.

The board may call an executive session if needed to discuss personnel or other private matters.

Next Meeting: November 13, 2020 6pm – Annual Meeting and Dinner